

# STORY TIME





# TARGET ARCHITECTURE

Align. Execute. Deliver.

Product determines the...

Engineering determines the...

# WHAT

## TARGET ARCHITECTURE

# HOW

What the product should do.

eg. What exchange rate should be applied if an FX transaction is authorised at 23h59 31/10 but settled at 00h00 01/11? On which monthly statement should it reflect?

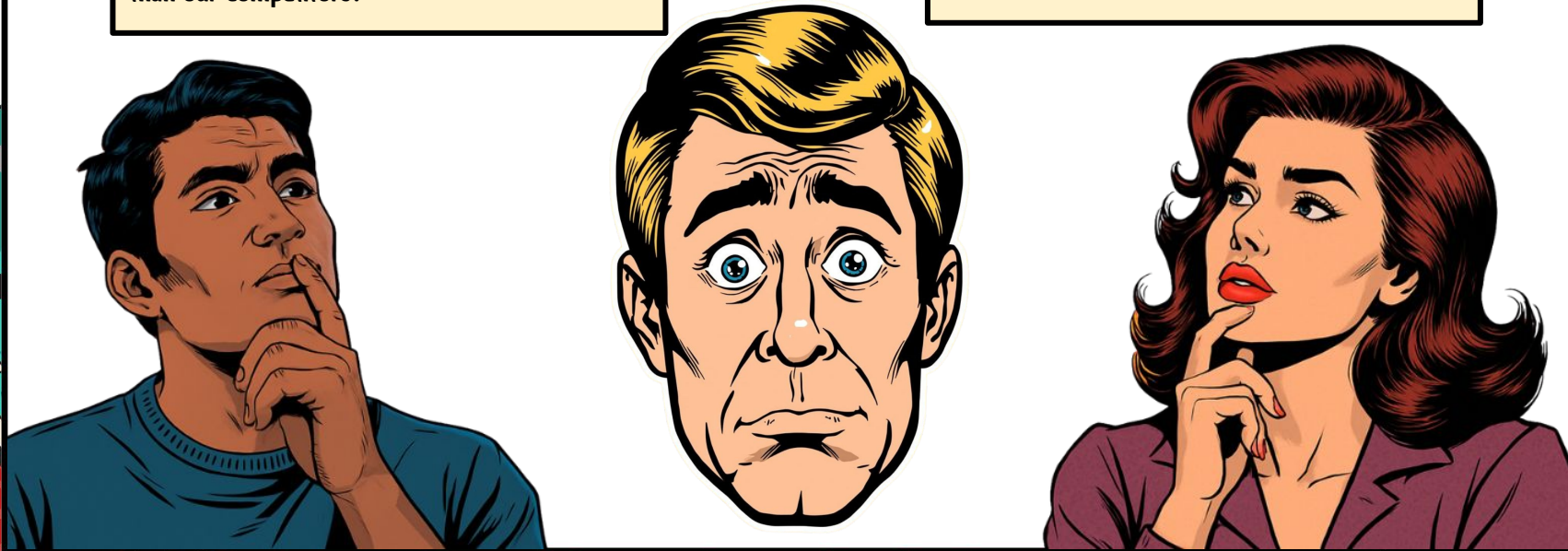
How the product is built.

eg. How are we storing FX rates?  
How are we generating and sending monthly statements?

# STEP 1: DREAM

What would make our user experience better than our competitors?

What would you build in a perfect world? How will this evolve over time?



## STEP 2: DRAFT

It's called **Target Architecture** , not **Current System Architecture** . Don't design for today - imagine should exist tomorrow.



Don't do this in isolation - involve others.

Target Architecture exists -  
sometimes it's just in someone's brain.



## STEP 2: DRAFT



**Time-box this step.**

**There's a fine line between building with vision and over-engineering.**

**Remember: Product determines the WHAT;  
Engineering determines the HOW.**



## STEP 3: BROADCAST

**Harnessing your inner content creator.**

**You're not just drawing diagrams.**

**You're creating clarity.**

**Involve Director+ folk to unlock more informed decision-making on timelines and priorities.**



## **STEP 3: BROADCAST**

- 1. Set a discussion deadline**
- 2. Include only key decision-makers (including Product folk) - not everyone who has an opinion**
- 3. Review trade offs and make the most informed decision you can at that time.**
- 4. Document (ADR) and broadcast the decision.**

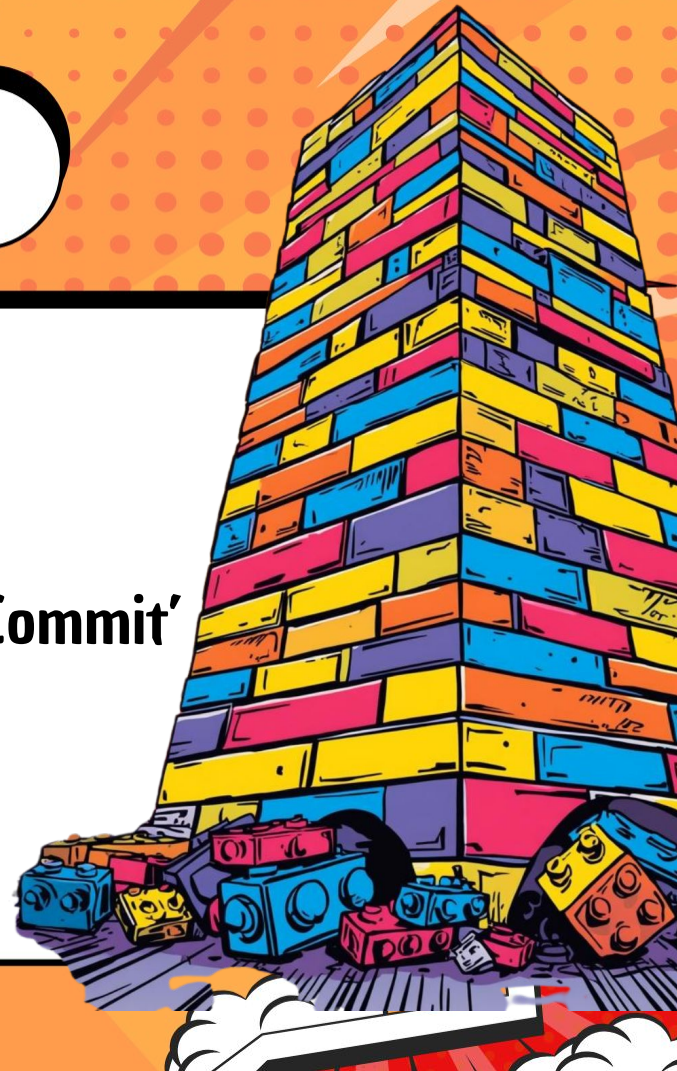


## STEP 4: BUILD

**We're not going to make everyone happy.**

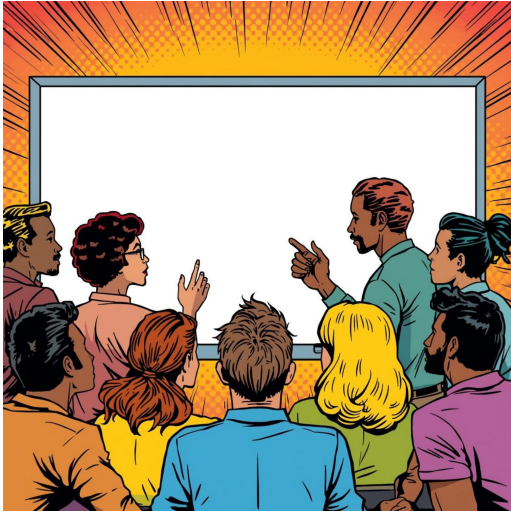
**Don't let PERFECT get in the way of DONE**

**Embrace a strong culture of 'Disagree and Commit'  
so that even when the going gets tough -  
"In Target Architecture We Trust"**

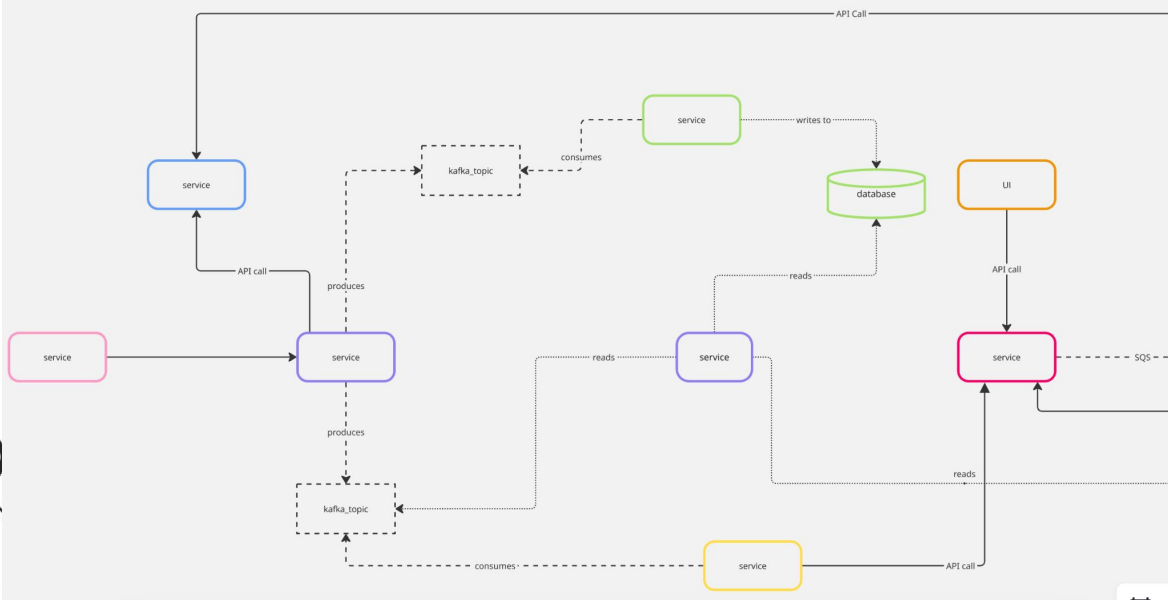


# STORY TIME

**53 developers (remote, globally distributed) - 11 teams - 6 domains**



# STORY TIME



## This is a documented decision

|                       |                                          |
|-----------------------|------------------------------------------|
| Decision Made         | I won't share company secrets at LeadDev |
| Affected Teams        | Me                                       |
| Comments              | Empty                                    |
| Date Decided          | November 2, 2025                         |
| Decision Owner        | Diane-Lee Daniel Pretorius               |
| Input Provider        | Diane-Lee Daniel Pretorius               |
| Status                | Approved                                 |
| Technical Decision... | MCTD-48                                  |
| Type                  | Engineering                              |
| 1 more property       |                                          |

### Comments

Add a comment...

# STORY TIME

**0 incidents. 0 emergency  
stand-ups. 0 post-mortems.**

**Most Boring Launch Day  
Ever**



## STEP 5 + 6: REFINE + REPEAT

**Target Architecture is a living conversation**

**Regularly review Target Architecture with your product counterparts, even in some 1:1s**

**Updates should be small and continuous**

**No gatekeepers**



# WHY THIS WORKS



# TAKEAWAYS

**Target Architecture isn't just another engineering diagram  
It's a powerful tool that can help you align, execute and deliver.**

**Alignment becomes a mindset and engineering strategy  
becomes visible to the entire company.**

**Speed isn't what separates great engineering teams.  
Clarity does.**

**DREAM. DRAFT. BROADCAST. BUILD. REFINE. REPEAT.**

